**Abstract**

This article aimed to analyze investors’ behavior towards investment objectives with regard to different investment avenues. The study is based on primary data. The study is carried out by taking 500 investors in Coimbatore District. Convenient Sampling is used for data collection. To analyze the data, statistical techniques, viz., stanadard deviation and Chi-square have been used. The study results show at 5% significance level, there is a significant difference among different investment objectives. The study reveals that the demographic and socio-economic factors have a significant influence over some of the investment decision elements and insignificant in others elements too. The study also discloses a general view of investors’ behavior over various investment avenues.